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LOCAL PROFESSIONALS AND THEIR PERSONAL WEALTH

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Whilst the perception might be that private banks only look after the interests of high value internationally-based individuals, in reality, there may be many senior professionals resident in the Channel Islands who would personally benefit from considering a locally based private bank.

With buoyant economies in Guernsey and Jersey, it is no wonder that senior finance, legal and business professionals are extremely busy, dedicating their time to managing and developing their own businesses and careers.

However, although these senior professionals are pre-occupied when it comes to the success of their businesses, it is often at the expense of looking after their own personal financial planning.

With so little time, and so many options currently available from wealth management specialists, an effective approach to looking after private wealth is certainly a challenge. In such circumstances, a private bank can offer an attractive solution.

What course of action would be necessary when selling a business? What are the considerations involved in succession planning and awareness of cross border taxation issues? How can a private portfolio of assets containing cash, bonds, shares, pension funds and real estate be managed most efficiently? Have international currency fluctuations and unpredictable global money markets been sufficiently considered?

All of these questions deserve in-depth examination and can be time consuming and complex affairs. It is quite understandable, given the hectic nature of senior management, that some or all of these issues might have been put aside to be addressed later in order to concentrate on other more pressing day-to-day business priorities.

But these issues are all of equal importance and could be seriously overdue for review. Leaving it in the capable hands of a team of wealth management specialists, who are familiar in dealing with these kinds of matters and developing and delivering appropriate wealth planning strategies, can help take the stress out of the equation.

So where do we begin? Choosing a reputable organisation that puts its clients' issues at the centre of all they do and commits to offering expert and, importantly, completely trustworthy and unbiased advice is essential.

Deutsche Bank's Channel Islands based client relationship team provides a service of this quality. As well as having immediate access to the depth and breadth of experience of its locally based client relationship team, Deutsche Bank promotes the philosophy that an essential part of private banking is being able to deliver the best possible service to its clients through adopting an integrated team approach.

In this way, the highly experienced local team of relationship managers, financial experts and investment managers can also act as the gateway to Deutsche Bank's global network of 3,300 dedicated private wealth management staff in 31 countries. With this additional support, a full complement of private wealth management planning possibilities opens up.

A wide range of exciting and appropriate wealth management solution options should form a key part of the relationship between a client and a private bank.

Therefore, it is important that a two-way relationship is established between the relationship manager and the client in order to make the most of these options. By meeting its clients and understanding their needs, and taking a holistic approach, wealth solutions can be tailored according to each client's specific circumstances. It is important that the relationship manager recognises that each client is an individual person with a very specific set of financial requirements.

Rather than simply trying to match a solution as closely as possible to a client's needs, the bank's relationship team should be able to challenge conventional wisdom and come up with flexible, tailored and innovative solutions.

With a trusting two-way relationship, an emphasis on delivering a local personal, performance driven service and the backing of an experienced global network, it is hardly surprising that Deutsche Bank was named Euromoney's Best Private Bank in the Channel Islands this year.

In a world where senior business professionals in the Channel Islands are able to spend less and less time on their private wealth matters, there is a demand for private banks. It is essential that the right private bank is chosen according to each individual's needs, and it is around this concept that Deutsche Bank has built a successful Private Client wealth management service in the Channel Islands.

Ends.

Notes to Editors:

1. Deutsche Bank International Limited was established in 1972 when offices of Morgan Grenfell were opened in Jersey and Guernsey and provides a full range of banking and custody, portfolio management, corporate and fiduciary services to a wide range of intermediaries, corporates, institutions and high net worth clients, locally and internationally.
2. The offshore group operates a geographic franchise on behalf of its parent, Deutsche Bank AG, and maintains offices in Cayman, Delaware, Guernsey, Jersey, Ireland, Luxembourg, Mauritius, the Netherlands and Switzerland supplemented by a representative presence in Hong Kong, New York and Singapore.
3. Deutsche Bank's offshore group in the Channel Islands employs approximately 270 members of staff.
4. With approximately €1,7 billion in assets and 73,114 employees, Deutsche Bank AG offers a wide range of financial services in 75 countries throughout the world.* Deutsche Bank competes to be the leading global provider of financial solutions for demanding clients creating exceptional value for its shareholders and people.
(*Figures as of March 2007)